



Monthly Web Metrics Report
Customer Service Web Portal (CSWP)

July 11, 2008



Revision History

Version	Date	Name of Author	Summary of Changes
1.0	July 11, 2008	CSWP, Senior Business Analyst	Baseline Draft

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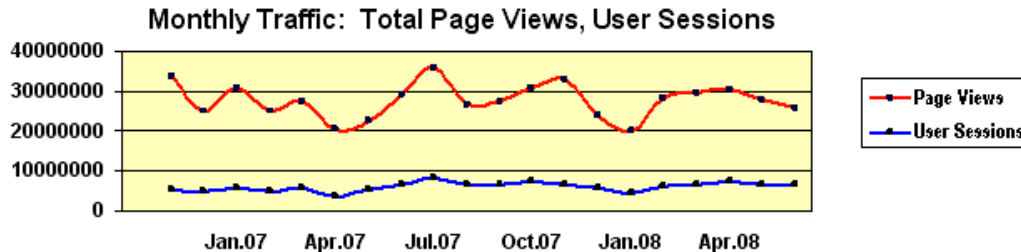
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) Web metrics and related analysis for June 2008. Highlights in this report:

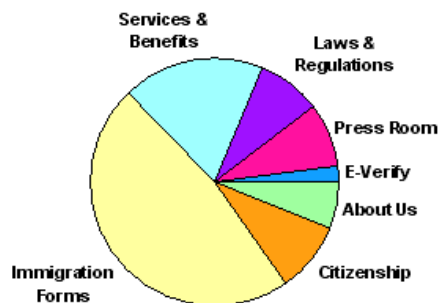
► Overall Traffic Volume Continues at Normal Levels

Page View and User Session metrics continued at normal levels (see page 2).



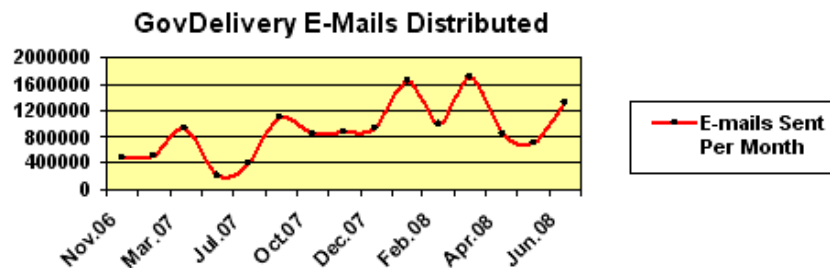
► Traffic to E-Verify Is Up

Traffic volume to E-Verify is up by 45 percent over last month (see page 7). Traffic distribution among the other main landing pages was relatively unchanged.



► GovDelivery E-mails Up 80 Percent

More than 1.3 million E-mail were sent this month to those who subscribe to CSWP pages. This 80 percent jump was because of an increase in changes to subscribed pages. (See page 9).



► New This Month: Search Terms Entered Into the CSWP Search Engine

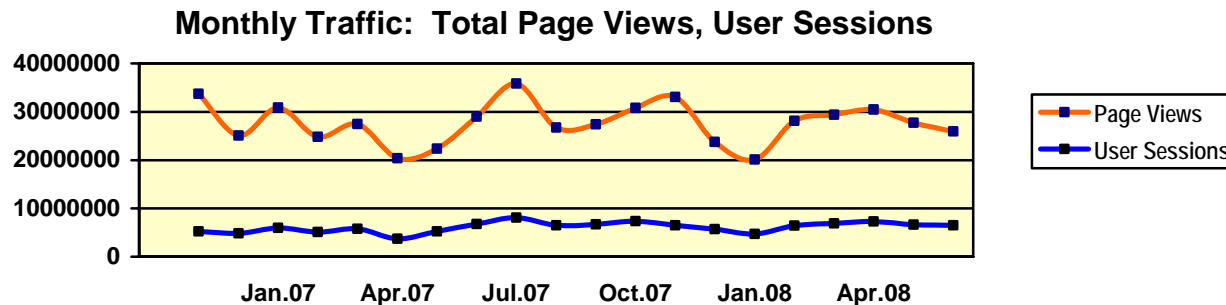
Data is now available on the search terms that visitors enter into the CSWP search engine (see page 13). This presents a very useful picture of what is most important to visitors.

USCIS.gov CSWP Visitor Traffic

Visitor traffic this month was at normal levels. **Notable:** Traffic volume to E-Verify is up by 45 percent over last month.

Metric	Oct.07	Nov.07	Dec.07	Jan.08*	Feb.08	Mar.08	Apr.08	May 08	Jun.08
OVERALL									
User Sessions (Visits)	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286	6,516,205
Average Weekday User Sessions	273,893	249,747	215,807	180,291	254,916	265,017	283,576	251,998	260,205
Average Session Length (min.)	5:00	5:11	5:05	5:23	5:18	5:15	5:08	5:07	5:03
Unique Visitors	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912
One-Time Visitors	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828
Repeat Visitors	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329	913,723	906,084
Page Views	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920	25,936,340
SESSIONS BY CONTENT AREA**									
About Us	177,982	158,623	127,043	113,168	162,638	159,086	161,904	148,454	140,501
Citizenship	264,313	233,916	189,115	188,768	273,281	276,387	259,033	245,074	227,304
Immigration Forms	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485
Services & Benefits	563,142	495,058	414,026	375,918	524,183	524,094	531,879	492,124	473,686
Laws & Regulations	254,516	230,635	187,927	170,627	242,130	238,908	239,878	220,773	215,500
Press Room	162,919	123,607	92,657	87,572	147,438	192,065	385,116	217,584	190,372
E-Verify	38,302	34,571	29,467	27,676	29,931	28,142	54,780	54,543	78,978

*January 2008 numbers are artificially low because one-third of the month's traffic data was lost by Akamai. **Total user sessions that included views of these top-level landing pages.



USCIS.gov CSWP Visitor Traffic (cont.)

Metric	Jan.07	Feb.07	Mar.07	Apr.07	May 07	Jun.07	Jul.07	Aug.07	Sep.07
OVERALL									
User Sessions (Visits)	5,977,794	5,075,095	5,743,320	3,718,038	5,213,504	6,752,419	8,125,806	6,512,486	6,702,477
Average Weekday User Sessions	219,122	209,668	215,892	149,707	198,855	267,605	310,510	246,209	268,492
Average Session Length (min.)	6:01	5:50	5:38	5:11	5:08	5:10	5:38	4:57	4:58
Unique Visitors	2,786,007	2,345,397	2,626,690	1,720,609	2,354,930	2,900,172	3,346,430	2,799,902	2,919,726
One-Time Visitors	1,936,981	1,608,122	1,796,028	1,172,099	1,594,109	1,930,689	2,175,277	1,888,909	1,977,187
Repeat Visitors	849,026	737,275	830,662	548,510	760,821	969,483	1,171,153	910,993	942,537
Page Views	30,829,277	24,839,624	27,471,996	20,333,101	22,378,037	28,991,101	35,853,308	26,721,990	27,388,813
SESSIONS BY CONTENT AREA**									
About Us	190,695	177,238	189,575	107,418	146,569	182,544	224,016	161,335	162,743
Citizenship	340,528	307,146	318,294	166,614	253,079	324,840	518,522	232,039	239,350
Immigration Forms	1,394,187	1,254,178	1,396,462	734,079	1,094,513	1,493,319	2,288,096	1,223,194	1,193,541
Services & Benefits	663,433	548,583	585,754	334,303	459,238	597,038	741,264	512,733	518,399
Laws & Regulations	283,700	239,019	262,045	145,592	207,185	259,482	284,115	232,354	232,909
Press Room	102,350	99,960	121,579	182,934	167,884	163,819	288,576	261,337	227,123
E-Verify	--	--	--	--	--	--	--	--	--

** Total user sessions that included views of these top-level landing pages

USCIS.gov CSWP Visitor Traffic (cont.)

Metric	Nov.06	Dec.06
OVERALL		
User Sessions (Visits)	5,227,836	4,813,792
Average Weekday User Sessions	198,576	183,354
Average Session Length (min.)	6:40	5:58
Unique Visitors	2,655,767	2,334,857
One-Time Visitors	1,942,268	1,665,337
Repeat Visitors	713,499	669,520
Page Views	33,696,881	25,091,517
SESSIONS BY CONTENT AREA**		
About Us	232,057	153,665
Citizenship	311,291	259,610
Immigration Forms	1,272,993	1,051,401
Services & Benefits	739,869	528,733
Laws & Regulations	275,318	214,037
Press Room	117,788	92,883
E-Verify	--	--

** Total user sessions that included views of these top-level landing pages

Legacy Data:

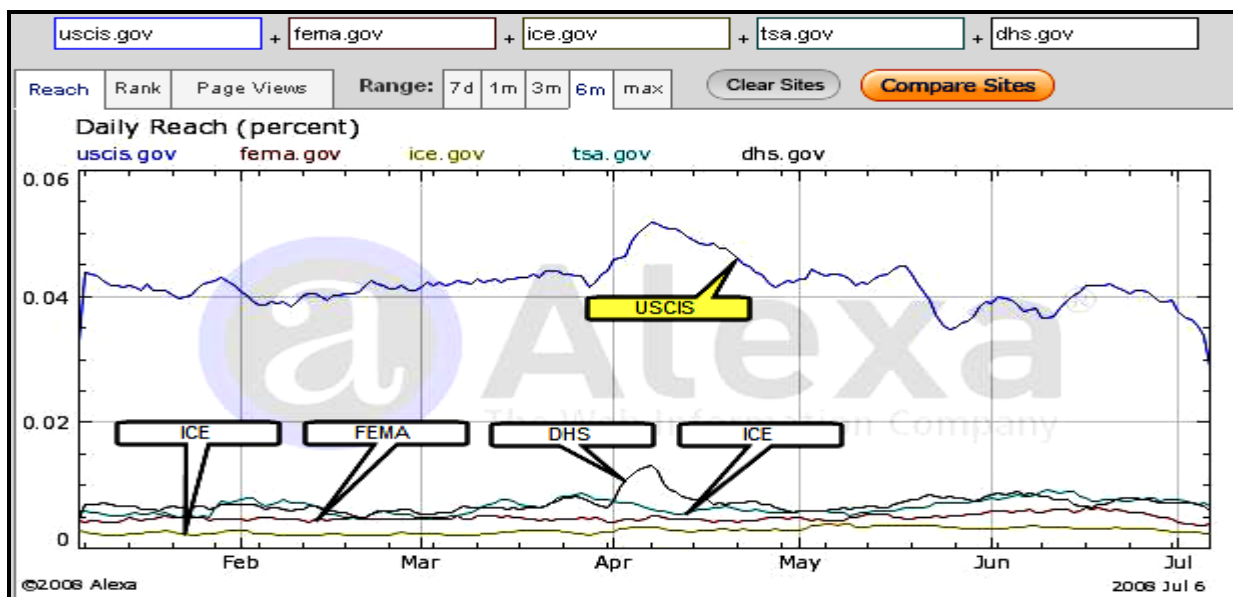
Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
OVERALL											
Number of Visits for Month	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Average Number of Users per day on Weekdays	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Average Visitor Session Length	10:03	9:57	10:09	10:14	10:01	10:04	9:26	9:21	9:13	9:26	9:19
Unique Visitors	2,616,967	2,506,623	2,292,376	2,822,446	2,560,638	3,037,551	2,694,475	2,988,946	2,895,689	2,869,849	3,011,114
One-Time Visitors	1,948,793	1,874,743	1,713,981	2,099,984	1,908,447	2,252,008	2,020,024	2,213,122	2,117,074	2,102,401	2,202,643
Repeat Visitors	668,174	631,880	578,395	722,462	652,191	785,453	674,451	775,824	778,615	767,448	808,471
Page Views	42,612,815	36,643,397	34,747,592	43,803,006	37,771,142	45,621,681	34,309,523	42,909,778	43,407,053	46,997,699	48,024,615
BY CONTENT AREA											
About USCIS & FOIA	121,769	113,230	100,346	119,227	112,846	152,055	114,076	130,592	110,982	126,973	124,400
Citizenship	254,944	230,921	203,845	280,486	256,647	323,259	261,660	316,445	266,417	295,543	303,690
Forms, Fees, and Fingerprints	1,762,408	1,700,623	1,496,248	2,057,635	1,838,320	2,224,544	1,778,612	2,025,909	1,847,694	1,988,824	2,177,214
Services and Benefits	1,151,285	1,007,368	899,499	1,170,523	1,029,707	1,278,951	1,046,395	1,312,791	1,191,518	1,322,802	1,265,599
Field Offices	494,468	444,776	380,937	506,861	454,049	562,760	430,387	491,890	448,242	498,303	532,232
Laws and Regulations	300,091	273,126	227,660	300,167	280,030	408,452	303,179	354,755	314,605	340,293	316,047
Public Affairs	498,780	434,841	371,691	480,092	357,455	480,005	446,937	519,529	513,273	536,881	518,869
How Do I ...?	551,803	509,790	427,989	562,199	493,865	605,168	462,597	555,854	496,269	562,639	608,339
CSSO	2,352,110	2,115,292	2,025,969	2,340,294	2,097,575	2,562,594	2,336,111	2,751,458	1,135,698	2,880,516	3,146,570

USCIS.gov Traffic Compared to Federal Sites

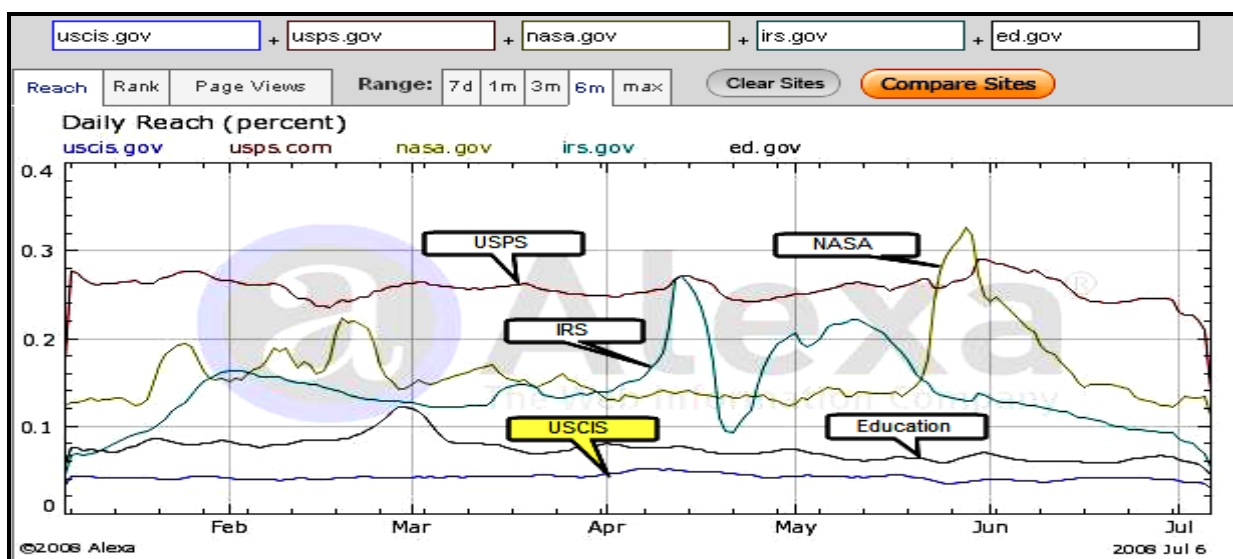
The charts below report traffic to the USCIS.gov site over the past six months compared to that of other federal sites* according to Alexa.com. The “Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

Notable changes this month: None.

USCIS.gov Compared to Other DHS Web Sites:



USCIS.gov Compared to Leading Federal Web Sites:



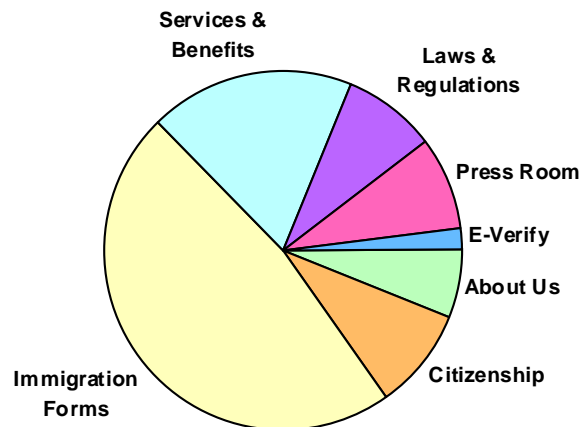
* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample of the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal sites.

Distribution of Traffic by Major Content Area

User sessions that involve visits to the major landing pages of the site indicate where users concentrate their attention during those sessions. Over 48 percent of all visitors to these landing pages viewed the Immigration Forms page.

Notable change this month: Traffic volume to E-Verify increased by 45 percent compared to last month. Otherwise, the distribution of traffic to the seven landing pages was relatively unchanged.

Content Area Landing Page	User Sessions
Immigration Forms	1,249,485
Services & Benefits	473,686
Citizenship	227,304
Laws & Regulations	215,500
Press Room	190,372
About Us	140,501
E-Verify (up 45% over last month)	78,978
Total Sessions to These Pages >	2,575,826



Top 25 Viewed Pages

The following table shows the most viewed (most requested) pages on USCIS.gov.

Notable change this month: Last month's 8th most viewed page, Advisory on Processing Times, dropped out of the top 25 because publicity of that page was discontinued.

The numbers in parentheses indicate the page's ranking in the previous month.

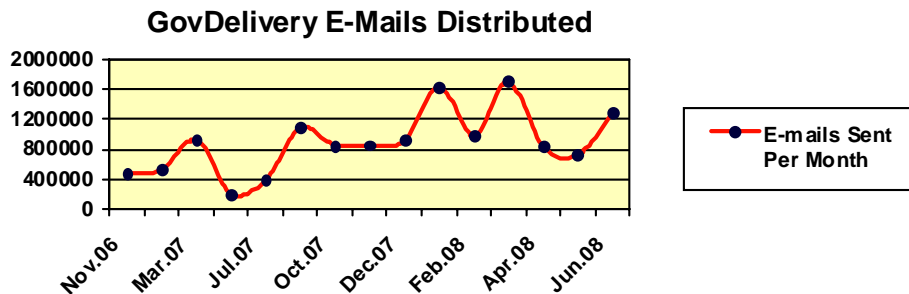
	Top 20 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	6,644,746	25.62%
2	Immigration Forms (2)	2,221,435	8.56%
3	Lawful Permanent Residence ("Green Card") (3)	715,377	2.76%
4	Services & Benefits (4)	712,766	2.75%
5	Case Services While Your Case is Pending with USCIS (5)	555,922	2.14%
6	Citizenship (6)	380,247	1.47%
7	Application for Naturalization (7)	318,488	1.23%
8	Petition for Alien Relative (11)	302,249	1.17%
9	Laws, Regulations & Guides (9)	295,076	1.14%
10	Application for Employment Authorization (15)	264,387	1.02%
11	Processing Times and Case Status (12)	259,058	1.00%
12	Press Room (10)	254,932	0.98%
13	Electronic Filing for Immigration Benefits (14)	243,769	0.94%
14	Contact Us (13)	241,946	0.93%
15	Employment Authorization (18)	231,170	0.89%
16	Naturalization (16)	217,314	0.84%
17	About Us (17)	188,129	0.73%
18	"How Do I?" Fact Sheets (19)	186,882	0.72%
19	Application to Register Perm. Residence or Adjust Status (*)	178,610	0.69%
20	Affidavit of Support Under Section 213A of the Act (*)	165,284	0.64%
21	Education & Resources	165,001	0.64%
22	Application to Replace Permanent Resident Card	147,114	0.57%
23	Employment Eligibility Verification	138,698	0.53%
24	Visit the US	134,339	0.52%
25	Application for Travel Document	134,239	0.52%
	
Total Page Views this Month >		25,936,340	100.00%

* Indicates a page that was not in the previous month's Top 25 Viewed Pages.

GovDelivery Subscription E-mail System

More than 1.3 million E-mail notifications were sent this month to those who subscribe to CSWP pages, an increase of about 80 percent from the previous month. As of July 1, 2008, there were over 189,000 active subscribers to at least one CSWP page.

Notable changes this month: Total emails sent to subscribers increased nearly 80 percent, due to a corresponding increase in page changes this month.



Total E-mails Sent to Subscribers This Month: 1,303,132

Total Subscribers: 189,919

Total Page Subscriptions: 651,035

Net* New Subscriptions Added This Month: 22,797

Average Number of Subscriptions per User: 3.4

Top Subscribed Pages: Home Page, Monthly Newsletter, Federal Register Announcements, Press Room, Information for Employers

Percent of Click-Throughs This Month from Links in E-mails: 9.8 percent

* New subscriptions, minus those ended voluntarily or because E-mail address is no longer valid.

Top 25 Referring Pages Sending Traffic to USCIS.gov

The following table lists the top 25 sources of Web traffic referred to USCIS.gov this month, as well as the page on USCIS.gov to which the traffic was directed.

Notable change this month: There was a large increase in referrals from univision.com, and a drop out of the top 25 in referrals from Google searches for "uscis fees."

The numbers in parentheses indicate the page's ranking in the previous month.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	171,604	Home Page	Google search for "uscis" (1)
2	38,232	Home Page	Google search for "ins" (2)
3	29,868	Immigration Forms	USCIS Customer Service Gateway (3)
4	28,783	Form I-485	Immigration forms page on univision.com (*)
5	23,487	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (8)
6	23,199	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (7)
7	23,131	Form I-134	Affidavit of Support page on immihelp.com (13)
8	22,242	Home Page	Google search for "immigration" (5)
9	19,534	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (9)
10	18,321	Employment Eligibility Verification	Hiring Employees page on irs.gov (11)
11	17,590	Home Page	Google search for "uscis.gov" (6)
12	14,678	Home Page	Yahoo search for "uscis" (16)
13	12,755	Immigration Forms	Immigration page on dhs.gov (12)
14	10,756	Home Page	Infopass start page (11)
15	9,721	Home Page	Yahoo search for "us citizenship and immigration services uscis" (*)
16	9,263	E-Verify page	E-Verify page on dhs.gov (15)
17	8,980	Home Page	Yahoo search for "uscis.gov" (*)
18	8,608	Home Page	MSN search for "uscis" (18)
19	8,581	Form I-140	Google search for "form i-140" (*)
20	8,581	Home Page	Yahoo search for "ins" (*)
21	8,145	Form I-9	Publication 926 page on irs.gov
22	7,955	Final Fee Schedule (Spanish)	USCIS Fee Schedule page on U.S. Embassy, Santiago, Chile site
23	7,828	Home Page	Yahoo search for "www.uscis.gov"
24	7,656	Home Page	Google search for "uscis.gov"
25	7,446	Immigration Classifications and Visa Categories	Visa Types for Temporary Visitors page on travel.state.gov

* Indicates a page that was not in the previous month's Top 25 Referring Pages.

Ranking of USCIS.gov in Google and Yahoo Searches

The following results indicate how highly the pages of USCIS.gov rank when several popular search terms are entered in the Google and Yahoo search engines.

Notable changes this month: None. These results remain virtually unchanged from month to month.

Search Term	USCIS.gov Page Rankings in Searches on ...	
	Google	Yahoo
uscis	1	1
uscis.gov	1	1
immigration	1	2
immigration and naturalization service	1	1
immigration forms	1	1
citizenship	1	2
ins	1	1
naturalization	2	1
green card	1	1
asylum	1	3

Top 50 Search Terms from Referring External Search Engines

The following are the top 50 search terms entered into external search engines (e.g., Google, Yahoo, and others) that led to referrals of Web traffic to the CSWP this month.

Notable changes this month: Searches for "uscis fee," the 7th most frequent search term last month, dropped out of the top 50 list. Otherwise, the terms and their relative order are virtually unchanged from month to month.

Phrase	Referrals
uscis	413,776
ins	121,937
uscis.gov	87,909
immigration	70,072
www.uscis.gov	63,971
us immigration	36,221
green card	17,050
i-9	16,975
us citizenship and immigration services uscis	13,372
i-9 form	12,705
us citizenship	11,893
ins.gov	11,574
uscis gov	9,754
immigration and naturalization	8,839
form i-140	8,831
citizenship	8,699
immigration forms	8,437
immigration and naturalization service	7,831
e-verify	7,449
www.ins.gov	7,227
form i-9	7,218
bcis	6,918
naturalization	6,879
i-134	6,380
i-765	6,324

Phrase	Referrals
i-485	6,289
affidavit of support	6,179
i-130	5,694
work permit	5,590
uscis forms	5,469
n-400	4,615
immigration services	4,486
i9	4,427
usa immigration	4,147
i9 form	4,050
ins forms	4,014
i-751	3,995
i-131	3,664
uscis.com	3,480
i-864	3,305
pdf	3,259
us citizenship and immigration services	3,255
citizenship application	3,008
immigration and naturalization services	2,990
immigration laws	2,811
i-539	2,724
us citizenship application	2,695
n400	2,591
us cis	2,574
i-9 forms	2,544

Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP's internal search engine present a useful picture of what is most important to CSWP visitors. (Usability testing across a wide range of Web sites shows that about half of Internet visitors prefer to use a site's search engine to find what they want, while the other half prefers to use a site's navigation links to find the same information.)

Notable changes this month: This is the first month that this information has been available. About half of the top 50 search terms concern forms.

Phrase	Count
infopass	11451
i 130	11253
i 9	9316
forms	8944
citizenship	8757
i 765	8650
i 90	8576
h1b	8502
n 400	8182
case status	7658
i 485	7323
ds 230	6868
i 751	6803
i 94	6620
i 131	6043
naturalization	5928
visa bulletin	5879
green card	5807
marriage	5606
i 864	5550
passport	5221
opt	5063
m 476	4789
ead	4762
visa	4638

Phrase	Count
n400	4578
i 551	4123
appointment	4080
status	4057
i 797	3913
i 9 form	3733
ar 11	3640
i 539	3632
change of address	3629
info pass	3453
fees	3379
citizenship test	3336
i 134	3325
civil surgeon	3227
g 325a	2952
i 129	2802
processing times	2727
ds 156	2679
affidavit of support	2668
n 600	2648
asylum	2618
form i 9	2617
tps	2616
deportation	2546
h 1b	2517

Page Surveys as Partial Measure of User Satisfaction

Many pages on USCIS.gov contain a short survey that provides users the option to rate the usefulness of the page's information. Results from these surveys, though not statistically reliable, provide insight into user satisfaction and suggest that further data gathering may be useful to understand the reasons why certain ratings were given.

Notable changes this month: None. For the six pages that triggered the most surveys, as noted in the chart below, the per-page and average ratings are virtually unchanged from last month. The average rating for these six pages:

- Useful – 46 percent
- Slightly Useful – 8 percent
- Don't Know – 12 percent
- Not Useful – 34 percent

